

PRICES OF AUTOS HAVE CRACKED IN THE LAST DECADE

Cars Reduced From Luxury to an Everyday Necessity

NOW MANY CHEAP MAKES

The most significant phase of the development of the automobile since it first made its appearance is the rapid descent in the general scale of prices. Only a few short years ago a man had to have an income that would make him able to pay the present income tax before he could even think of owning a car. Today a man who does not even dignify his wages with the title of "salary" has a choice of any number of automobiles well within his means. The automobile has undergone almost unbelievable changes in the last 10 years. Few men could have foretold a decade ago the improvements which now are

taken as a matter of course in the equipment of the modern car. Such well-known features as foredoors, disappearing tops, electric starters and the like were undreamed of then; not so for the moderate price. Men who were big enough to realize when the motor industry was in its infancy, that success of the business lay in making the automobile an essential rather than a luxury recognized then that moderate price was the only answer. The progress of the last ten years has brought a dream to a reality. It is not that there have not always been cheap cars before the public. There was the old Orient Buckboard for one, and a most successful product was the early model Oldsmobile that steered with a lever. The first car that was in any way modern that came within the category of the moderate-priced cars of today, was the Hupmobile. It sold for \$720. It showed the way to others until Mr. Ford devised his car that is too well known to mention in detail. But the field was not to be his exclusively for long. Today there are a number of cars which sell for less than \$500. CARS CHEAP AS \$385. The most inexpensive car at the present automobile show is the Argo roadster at \$385. Other cars which sell for \$650 or less are the Regal light four at that price exactly; the Sixton roadster four-cylinder at \$395, or with a coupe top at \$425; the Metz in two or more models at \$600, the Chevrolet "Four Ninety" at \$490, and, of course, the Ford in a variety of models.



JOHN N. WILLYS
President Willys-Overland Company, Detroit.

PEERLESS PEOPLE EXHIBIT NEW TYPE

It Is Seven-Passenger Touring Car, Green and Black

Ralph W. Cook is exhibiting the new Peerless eight-cylinder in the automobile show at Convention Hall. He has extended invitations to owners and dealers generally to come and look over the new car so that they can see for themselves what a builder can do when concentrating on a single model. The Peerless is represented at the show by a seven-passenger touring car in the standard Peerless green, with black trimmings. At the show, in addition to the seven-passenger touring car, a touring sedan, a three-passenger clover leaf roadster and a polished chassis are shown. The new Peerless motor, to which more attention has been given than to any other power plant ever developed in the Peerless factories, is of the eight-cylinder staggered V type. The cylinders are 2 1/2 inches by 4 inches. When running at 2700 revolutions a minute the motor develops 80 horsepower.

Miller Spark Plug

Automobile drivers have found that one of the most efficient of all spark plugs is the Miller porcelain plug. This splendid piece of mechanism is now on exhibition at the Philadelphia Automobile Show at Convention Hall.



W. H. METCALF
An advocate of wire wheels.

AUTO SPECIALTIES COMPANY HAD 90 PER CENT. GAIN

One of the most up-to-date accessory houses along auto row is the Auto Specialties Company, 156 North Broad street. This house, realizing the increasing use of motorcars during the winter months, has made excellent selection in its stock for the winter months. Mr. Rudolph Shlifer, of the Auto Specialties Company, has been through the west buying from the accessory jobbers throughout that section. "We have in the last 12 months increased our business about 90 per cent. This is due mostly to the excellent line of accessories that we are handling and to service and attention we give our customers. The coming year gives us the best opportunity that we have had, and we look forward to increasing in the same proportion as last year," said Mr. Shlifer.

OFFERS SURPLUS FACTORY TIRES AT LOW FIGURES

The Akron Tire Company of Philadelphia claims to be the largest supply source for factory surplus tubes and tires in America. At remarkably low prices are offered for sale such well-known makes as Pullman, Congress, Imperial, Goodrich, Empire, Quaker and Knight. Particular point is made of the economy that is possible by purchasing now.

PUNCTURELESS TRIP OF A THOUSAND MILES

"Jovo" Is Panacea for Tire Troubles, Says J. A. Quenson

"One thousand miles without a puncture" is a compound manufactured by J. A. Quenson, factory representative of the Jovo Company, a firm marketing a compound for preventing punctured tires, has traveled that many miles in an automobile in which Jovo has been inserted, since November 20, 1915. In the cities through which the car has passed, many miles have been driven into the tires and they have lost but one pound of pressure out of a total of 80 pounds. "Jovo" is a compound manufactured by Joseph A. Vogel Company, of Wilmington, Del. Its purpose is to prevent punctures in tires, to preserve the rubber, to prolong the life of the tube and to lessen the mileage cost. The compound is now in use in the Department of Public Safety in Philadelphia and also in the Wilmington Fire Department. E. J. Killian, with offices in the Real Estate Trust Building, is the "Jovo" representative in Philadelphia. He will be one of the demonstrators of the quality of this compound at the "Jovo" booth at the automobile show.

LEDGER QUALITY AUTO ACCESSORIES

Articles advertised on this page are backed by a double guarantee—the manufacturer and the local supply house. This assures you of absolute satisfaction with every purchase. If any of the goods are not exactly as represented, an adjustment will cheerfully be made. Articles are on display all this week at Ledger Central window.



Will There Be a Pyrene On Your Car When the Fire Starts?

Whether you save your car or leave it to the flames depends on whether you have a Pyrene Fire Extinguisher at hand. A Pyrene squirted through the radiator will put out the fire in a jiffy.

It Costs 15% Less

to insure any motor vehicle that has Pyrene protection. Everywhere—on commercial trucks and pleasure cars—in elevated and subway trains—wherever there is danger of a sudden oil or electric fire, you'll find Pyrene Fire Extinguishers ready to put out the fire at its start. Nearly every accessory dealer at the show displays the Pyrene Fire Extinguisher. Ask one for a demonstration.

PYRENE MANUFACTURING CO.

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If You Appreciate Motoring Comfort

witness the convincing demonstration of how the

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controls the action of an automobile spring, absorbing the surplus energy and preventing its dissipation upon the body of the car, to the discomfort of its occupants. Learn how it actually

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Make the HARTFORD AUTO JACK lift 1000 pounds with a simple twist of your wrist. This is the best auto jack money can buy—easiest working, strongest, handiest.

Examine the HARTFORD BUMPER with its shock absorbing arms. It takes the sting out of every blow. Protects all the car and beautifies it, too.

See the HARTFORD CUSHION SPRING and the wonderful E. V. HARTFORD ELECTRIC BRAKE.

These interesting everyday automobile necessities will be shown in a practical way in our exhibit at the auto show, Convention Hall.

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AT THE AUTO SHOW

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- lasts as long as the tire.
- does not injure tire, casing or car.
- always prevents puncture delay.
- saves tires, time, money and gives freedom from all tire worries all the time.

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Come and See

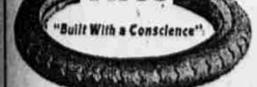
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The tire that means reduced cost of upkeep to your car. Safe—insuring perfect satisfaction. GUARANTEED 5000 miles, and Chester Tires generally outlive their GUARANTEE.

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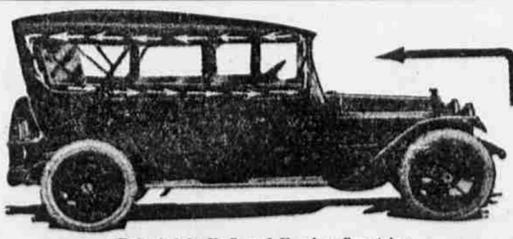
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The GEISSEL Patent Converter

The white arrows in illustration indicate where between the rail of the open body and the top of the car there is built a structure having sliding panels, fitted with the best quality of French crystal plate glass. See our exhibit at the show.

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Can be used during the entire year in transmission, differential gears and in cups. Lubriko is the grease for all autos and all conditions. Will stand 300 degrees of heat, and positively will not freeze. Stands the highest fire test. Five thousand miles guaranteed! Your gears will work smoothly and to best advantage—with minimum friction and wear—if you'll pack them in LUBRIKO GREASE.



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We carry in stock all sizes and all makes.

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Nearly every Automobile owner is a Ledger reader. Ask our representative at the Auto Show.

Largest Automobile Supply House in America

Miller 1916 Porcelain Spark Plug

Guaranteed **\$1.00 Each**

To introduce our 1916 Miller Guaranteed Porcelain Spark Plug at our exhibit at the Philadelphia Automobile Show,
We will sell this Plug at 25c each
Not more than six plugs sold to any one at this price. This plug is absolutely Guaranteed. We are selling it at this Very Low Price to introduce it and Are Charging This to Advertising.



REGULAR PRICE \$1.00 EACH
ONLY THE FINEST QUALITY OF MATERIAL IS USED. The Porcelains are made from selected stock, hand turned, and are as near heat proof as porcelain can possibly be made. OUR GUARANTEE IS VERY STRONG ON THIS POINT.
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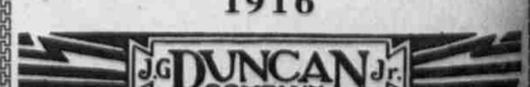
Works in any position and makes motoring safe on all kinds of roads; will pull your car out of a ditch or mudbank in 10 minutes. For salesmen, physicians, farmers—all who leave paved streets. Even city driving is subject to collisions and overturns where PULL-U-OUT will save you time and trouble. Indispensable in garages and repair shops. For quick, easy lifting, moving bodies or engines, etc., it has no equal. Does the work better—costs less—lasts longer! Come in and see demonstration.

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